

TO: Peter Henriques

DATE: October 19, 1990

FROM: Doron Stern *D.S.*SUBJECT: Next De-Nic Test Marketing Tracking - Week 18Overview

The following summarizes topline results from the tracking study conducted for Next De-Nic in Tampa. Approximately 500 interviews were conducted 18 weeks after advertising was introduced. The study indicates that awareness, trial and purchase remain consistent with past month performance. Smoker share appears to have resumed the same level experienced in the first two months of tracking following a zero share in month three. Demographically, Next seems to be attracting older purchasers than in previous waves.

Findings

- o Awareness, trial and purchase of Next De-Nic are on line with Hartford levels and roughly flat against the last two months.
- o Smoker share has resumed the same levels (0.3-0.4) reflected in month one and month two following a zero share performance in month three.
- o Next purchasers appear to be trending older over the last two months.
- o Consistent with the past wave, Next purchasers comprise a disproportionately small number of Marlboro smokers.
- o The previous brands of the 10 regular Next smokers are as follows:
 - Marlboro (3)
 - Salem (3)
 - Vantage (1)
 - American Lights (1)
 - Newport Stripes (1)
 - Other Brand (1)

/sed

cc: R. Anise
D. Beran
E. Butson
D. Dangoor
K. Eisen
M. Jolda

M. Johnston
C. Levy
E. Merlo
M. Moore
V. Murphy
J. Scully

2045723919